



# The Cahoot App Case Study

## INTRODUCTION

Lodging service providers need a better way to keep their guests engaged and connected to their communities to improve brand loyalty. It is necessary to find a convenient yet personalized avenue of communication that enables lodges to reach out to their members effectively, share content relevant to their audience, and also give details on upcoming events and room availability to spur action from their members.

Additionally, guests who book lodging accommodation need to be able to view their lodging information with ease. This assures peace of mind and enables guests to plan their stay at the lodge according to room availability. Based on this need, the idea of the Cahoot lodging app came into being.

## FEATURES

Cahoot is a lodging app that connects lodging service providers with their guests better than ever before. It streamlines communication between both parties, and comes armed with the following features:

-  **Login via email and password**, including additional options for signing up and retrieving a lost password
-  **Users will choose lodge membership** and therefore will only be able to see information relevant to that lodge
-  **Event notifications** will be sent to users detailing lodge events to generate buzz for the business
-  **Users will be able to add feedback** about the lodging experience to gauge satisfaction and identify areas for improvement
-  **The shop/store feature** will further enable users to buy products via the Cahoot app

# Case Studies In Lodging Management

**Yijin Wang**



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